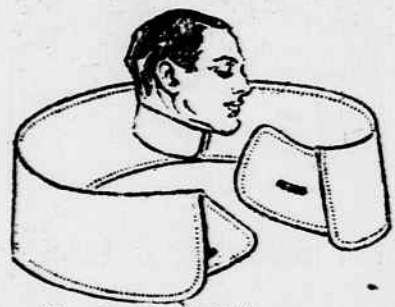


A Sale With a Double Purpose---The Hecht Co.

1st---To Stimulate Early Christmas Shopping

2nd---To Reduce Overstocked Lines

ALL ready for a "flying start" of the Christmas Shopping Campaign. This sale will give added incentive to buy early and, to take advantage of items which well deserve the designation of "SPECIAL." We will expect you. Early-in-the-day shoppers will reap a further benefit by a more efficient service.



Over 4,000
Collars
At the very special
Price of
69c for 6

Earl & Wilson and Lion Brand

Seven styles for which you've been paying 25c apiece right along. All desirable styles and heights. All perfect in every way. Sizes 12 to 18 1/4.

Not Sold in Less Than Half-Dozen Lots

—Main Floor.

A \$3.00 Union Suit for Men at \$1.95
We have all sizes in silver and evert. The garment is a very good winter weight and an exceptional bargain.

\$2.50 Men's Mocha and Tan Kid Gloves for \$1.85
All sizes in tan cape and gray mocha gloves in several good makes.

\$7.50 and \$8 Men's Bath Robes, Special, \$5.45
They are made with shawl collars and girdle or belt to match. A wonderful Xmas gift at a saving.

Men's \$1.00 Neckwear at 65c
The wide open end tie in striped effects, mixtures and neat fancy colors. New ideas taken right from our regular stock.

—Main Floor.

\$2.00 to \$3 Meyer's Make \$1.79
Women's Gloves, Special
The assortment includes washable capes, suedes, piques, etc., in black, white, tan and gray. A remarkable value at this price.

—Main Salon—South Annex.

\$3.95 to \$4.50 High-Class Batiste Gowns & Envelope Chemise, Special \$1.95
In closing out his entire sample line to us, a high-grade lingerie manufacturer made a great concession and we therefore are in a position to offer you some of the finest pink batiste gowns, envelope chemise and step-ins at so low a price. They are trimmed with imported Galle or French Val Laces, Georgette and satin ribbon. Some have lace shoulder straps or surplice effects.

Exquisite \$10.95 Lined Velvet Corduroy Robes, \$7.95
A wonderful quality of wide wale corduroy was used in the making of this robe, which is full lined of Paisley mull. The many rich colorings include Copen, Rose, Wistaria and American Beauty. A large collar and two novelty pockets are artistically designed, and the tie and belt add greatly to its appearance. Any woman would appreciate this gift.

\$2.95 to \$3.95 Warm Crochet Spencers, \$1.65
They are hand crocheted, all wool, in combination colors of white and blue, white and pink and lavender. They are slightly soiled from handling.

\$2.50 to \$2.95 Well Made House Dresses, \$1.85
There are belted or loose fitting models in this assortment of striped, checked, plaid gingham and percales. Some of them have contrasting or self collars, three-quarter or full length sleeves and novelty pockets. Only 3 will be allowed to one customer.

\$1.50 Black Petticoats at \$1.00
They are neatly tailored of black saten or percaline, with elastic waist and full neat flounce.

Large Size \$1.95 to \$3.95 Shoulder Shawls at \$1.45
These all-wool shawls are a yard and a quarter square, and the collection includes many of Syrian importation. White and black are the shadings and only one will be allowed to each customer.

Women's \$1.95 to \$2.50 Flannelette Kimonos, \$1.65
Either elastic waist or loose models, in five different styles. They are made of figured or solid color flannelette.

\$2.50 Cardigan Jackets for Only \$1.85
These fancy worsted knit Cardigan Jackets have always played an important part as Christmas gifts. All sizes are here to 46.

—Second Floor—North Annex.

800 Pairs Women's \$8, \$10, \$12 Shoes

Special at \$6.85

All products of the country's best known makers and the price is so attractive that you will purchase two pairs instead of one. The leathers include dark brown kid and calf skins, dark and medium shadings of gray and black kid skins, some with buck tops; welted and turned soles with Louis XV military and low heels are found in this collection in all sizes and widths.



—Main Floor, North Annex.

\$2.75 a d \$2.50 Women's Vanity Fair Silk Vests \$1.95

A beautiful glove silk garment that is made with a tailored top and reinforcement. Flesh color, Vanity Fair and other makes.

\$1.25 and \$1.50 Women's Union Suits, Special, 95c
The models include high neck, long sleeves and low neck, sleeveless, and ankle-length styles—but not in all sizes.

A Boy's \$1.25 and \$1.50 Union Suit for Only 95c
Heavy cotton ribbed, in silver gray; sizes 26 to 34. They have long sleeves and ankle length.

—Main Floor, South Annex.

\$1.75 and \$2.00 Silk Hosiery \$1.55
for Women, Special at . . .

Full-fashioned Ingrain and Thread Silk Hosiery, in black, white and colors. Some of them have silk tops, while others have tops of lisle. This is an exceptional bargain. Every pair is perfect.

60c to 75c Lisle Hosiery for Women, Special 49c
Full fashioned in black only. Super-fashions in gray, beaver, tan, brown, etc.

—Main Floor, South Annex.

Boys' \$18.50 to \$21.50 Suits \$15.75
and Overcoats, Special...

Suits—All the newest models in the best quality chevrons, cassimeres and tweeds. The suit assortment also includes blue serge—the sizes, 10 to 18.

Overcoats—Of kersey, Army cloth and all-wool chinchilla, in blue, brown and gray. The sizes—4 to 18 years.

\$11.50 to \$12.50 Good Looking Suits, Overcoats and Mackinaws, Special at \$6.65

Suits—Very excellent quality chevrons and tweeds, in the slash or patch pocket models. The sizes—7 to 18.

Overcoats—Fancy mixed chevrons, as well as plain gray and brown materials. Sizes 3 to 10 years. Mackinaws—In all the new plaid effects, from size 7 to 18.

Boys' \$1.00 Cloth Pants, Special 69c
Medium, light and dark mixtures, in sizes 7 to 10 years.

\$2.25 Corduroy Pants for the Boy, \$1.65
Mouse-colored corduroy, that is cut full and reinforced. For boys; sizes 8 to 17.

—Third Floor.

\$27.50 Misses' and Juniors \$19.95
Coats. Extra Special at

Some of them are lined. There are a few in the lot with fur trimmings on the collars and all have generous pockets. Many of them are button trimmed and may be had in navy, brown and burgundy. Sizes 15 to 18.

A \$20 to \$22.50 Growing Girl's Coat for \$14.95

These burella, velour cloth and kersey coats are lined throughout and have belts and pockets. The models are for the most part tailored, and include sizes 6 to 16.

Flannelette Gowns for Children, Worth \$1.25, for 96c

Either solid white or stripes of pink and blue in the assortment, for children 8 to 14 years of age.

\$1.25 Children's Sleeping Garments, 96c
These flannelette blue striped garments are made with feet. They fit the child 2 to 10 years of age.

—Third Floor.

\$1.00 Box of Women's Handkerchiefs, 79c
3 Swiss Madeira Handkerchiefs that are embroidered and selling today at \$1 a box most everywhere.

17c Women's Silk Crepe Handkerchiefs, 12 1/2c

This handkerchief comes in white, blue, light green, dark green, lavender, yellow, etc. They all have a neat rolled edge.

—Main Floor, South Annex.

Stock-Reducing Sale of
154 of Our Higher-Priced Coats
\$57 to \$90 Fur-Trimmed Coats
for Women and Misses

of Pompom, Velour de Laine, Velour, Silver-tone, Broadcloth and Silk Panilines

\$42.75

THE finest of Velours, Pompoms, Silk Panilines, Velours de Laines, Silvertones and Broadcloths, all fur trimmed and full silk lined.

Some have fur cuffs, bands of fur at bottoms, fur on pockets, and large sailor roll collars of fur.

The furs are Nutria, Natural and Black Opossum, Fox, Hudson Seal, Sealine and Raccoon. The colors are burgundy, green, plum, brown, reindeer, military blue, navy and black.

A Remarkable Sale of the Finer Coats
Be sure and be on hand early Monday

\$35 Axminster & \$26.75
Brussels Rugs. . .

9x12 Brussels and 8x10.6 Axminster

You will find among them the best patterns and colorings of the season in a very closely woven quality that will give long and satisfactory wear. The colors are tan, blue and brown combinations with neat oriental designs.

\$76.50 9x12 Wilton Rugs \$59.75
\$250 Velvet Carpet \$1.85
\$32.50 27x54 Axminster Rugs \$2.85
\$43.50 30x60 Smyrna Rugs \$3.35
\$45.75 9x12 Axminster Rugs \$32.75
\$28.75 8-3x10-6 Brussel Rugs \$21.75
\$22.50 Carpet Sweepers \$1.49
75c Congoleum 58c
\$6.75 Wilton Velvet Rugs \$4.95
\$7.45 36x53 Axminster Rugs \$4.85
\$3.00 27x54 Velvet Rugs \$1.95
\$1.85 Velvet Carpet \$1.49
\$11 9x10.6 Congoleum \$7.65
Rugs, Special at . . .

This one-piece rug will lay close to the floor and does not need to be tacked down. It is very easily cleaned and the patterns and colors are very neat, being copied from wool rugs. They have slight imperfections that will not hamper their wear.

—Fourth Floor.

Blankets & Comforts

\$16.50 Wool Blankets, Special, Pr., \$14.75
They are of heavy plaid wool, in pink, blue, gray and tan. Size 66x80 inches.

Part Wool \$10.50 Blankets for, Pair, \$8.45
The size is 66x80 inches. These blankets may be had in pink-and-white and blue-and-white combinations and gray and white.

\$12.95 Heavy White Part Wool Blankets, Pair, \$10.50
These coverings have deep borders of pink, blue or yellow, with silk bindings to match. They are 70x80 inches in size.

\$7.50 Heavy Fleece Cotton Blankets, Pair, \$5.95
In white, with pink or blue borders. The size, 66x80 inches, is a double bed size.

These \$11.95 Heavy Gray Part Wool Blankets, Pair, \$9.75
Have pink or blue borders and mohair binding. They are 70x80 inches, which is a very good size.

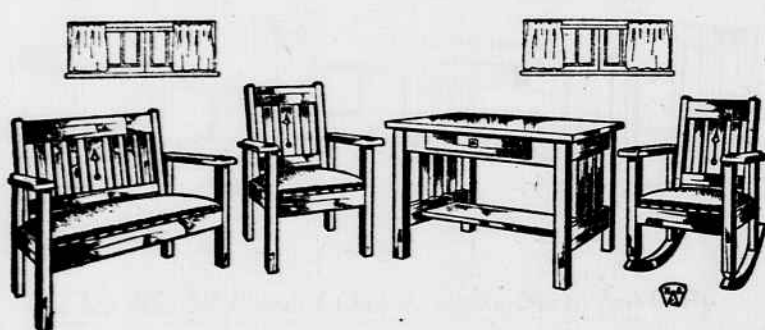
\$8.95 Comforts, Covered with Silk Mull, for \$7.50
The plain border and back covering is filled with good white cotton. A double bed size covering.

A \$7 Bed Comfort of Heavy Quality at \$5.95
The patterns of the coverings are Persian copies and floral ideas, and the filling is of good cotton. The size is for a double bed.

Silkoline-covered \$4.95 Comforts for \$3.95
This double bed size comfort is filled with cotton.

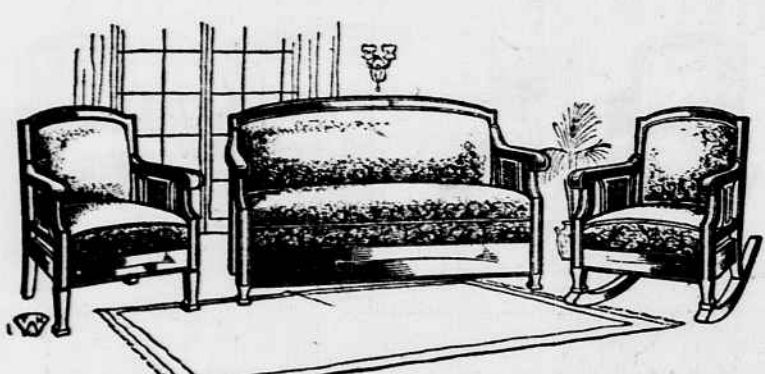
—Third Floor, South Annex.

Again---the \$200,000 Stock-Reducing Furniture Sale



This \$32.50 Fumed Oak Library Suite for Only

COMFORTABLE, well proportioned suite of four pieces that is very specially priced. It consists of a settee, chair, rocker and library table; all upholstered in imitation Spanish leather, guaranteed to give satisfaction.



A Handsome Three-Piece \$165 Cane Duofold Suite, Special

THE canework is combined with mahogany in the ends of this suite and the backs and seats are upholstered in tapestry. By conversion of the duofold into a bed, the suite serves for bedroom by night as well as parlor by day.



"Old Time" Comfort is this \$32.50 Rocker. Special, \$26.75

The entire rocker shows workmanship of the best sort. It is upholstered in muleskin and has our guarantee to give long and lasting satisfaction.

A \$31 Floor Lamp, Specially Priced, \$23.75



Our complete assortment of Floor Lamps, \$9.85 to \$59



An Exquisite \$360 7-Piece Bedroom Suite, Very Special

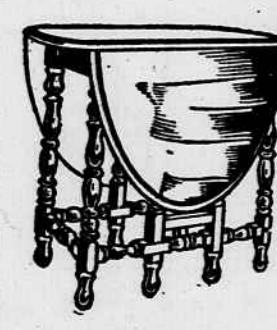
THE dresser, toilet table and chiffonette are of genuine American Walnut, while the bed shows impressive canework panels. The seats of the chair, rocker and bench are also of canework and the suite complete presents an artistic reproduction of an Adam design.



The \$6.50 Mahogany Smoking Stand for \$4.65
Is fully equipped with a tobacco drawer, ash tray and every accessory that a smoker requires.



A \$6.75 Saddle Seat Rocker for \$4.95
May be had in mahogany, highly polished. The arms are well braced and the back shows a wide, carved panel.



This \$26.75 Solid Mahogany Gate-Leg Table, \$21.75
Would be greatly appreciated as a gift, for it has many features. It can be used for teas, cards or sewing and opens to 42 inches.



All Fiber Reed \$19.75 Rockers or Chairs at \$15.75
A piece of furniture that represents all-year-round comfort.

A Handsome \$57.50 Old Fashioned Secretary



\$47.50
Cleverly combining the desk and bookcase into one compact piece of furniture.



The \$14.75 Hair and Felt Mattress Reduced to \$12.75

The top and bottom layer is of felt with a hair center. An art-ticking covering is neatly finished with a rolled edge.

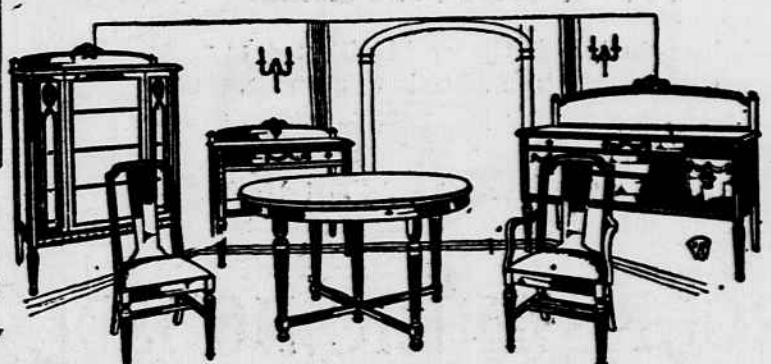


\$1.50 Bath Cabinets \$1.19
A white enameled cabinet that has glass shelves.



The Old Colonial \$19.75 Buffet, Special, \$16.75

A large affair, built in the Old Colonial style. It has two silver drawers and a spacious cupboard. A roomy linen drawer is found at the bottom.



A Choice of This \$195 Suite in 3 Woods or Designs \$169
THE illustration shows the stately Louis XVI design and the wood in this period is Butler finished oak. It may also be had in the William and Mary design in golden quartered oak or in a reproductive design of the Queen Anne period in Jacobean finished oak.

The Hecht Co.

Seventh Street, Between E and F